

Published in the Interests of Its Owners, the Town of Avon Park, the Scenic Highlands and the Best State in the Union

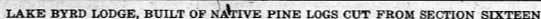
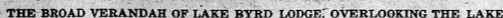
AVON PARK, FLORIDA, FRIDAY, FEBRUARY 4, 1921

\$2.00 A YEAR IN ADVANCE

<p>The writer who attempts to portray with pen pictures all the beauties and glories of Florida has a lifelong work</p>	<p>found anywheres in the world. And in a stroll around the lake there are new revelations at every turn.</p>	<p>the trees, all tending to lend enchantment to the scene. It is expected that some cottages</p>	<p>The Dining Room Leaving the lobby, we enter the spacious room, 50x35, feet in dimen-</p>	<p>did hostelry no item has been overlooked. The kitchen is equipped with every modern convenience, and at the</p>	<p>pany, applicants to purchase groves must be known and recommended by other persons</p>
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Realization

To fully realize just how delightful this splendid Lodge and its importance to the community one must pay a visit, become acquainted with the people who make up the beauty of the surrounding country, enjoy the



MEALS AND SPLENDID SERVICE

THE LOBBY OF LAKE

driving so slowly that he was able to stop the car before running over the boy after he was knocked down. It has been a source of wonder to us that fatal accidents have not oc-

occurred on Lake avenue long before this. School children, and plenty of them old enough to know better, persist in traveling in the middle of the street instead of using the sidewalks.

and quite frequently they will dash out into the street, looking neither to the right or left to ascertain if automobiles are approaching.

Parents and teachers should impress upon the children in the strongest possible manner the importance

of keeping on the sidewalks and looking in all directions for approaching automobiles before attempting to cross the streets.

Notice to Advertisers
We expect to issue The Pilot next week on Wednesday instead of Friday, in order to give the force an opportunity to attend the fair at Tampa.

Advertisers will please give us their copy not later than Tuesday noon for next week's issue.



MEALS AND SPLENDID SERVICE

Chiropractic

(KI-RO-PRAK-TIK)

Listen Friends! Ask yourself these questions: Can you MAKE good in BUSINESS or HOME? Do you have CHRONIC HEADACHE? Are you CONSTIPATED? Do you feel TIRED when arising? Is your tongue COATED? Do you have PAINS in the KIDNEY region? Are you NERVOUS? Do you have COLD HANDS and FEET? Can you concentrate your MIND on one line of thought and KEEP it there? Or does your MIND WANDER? Is your MEMORY GOOD? Do you SLEEP well? Do you enjoy your food? Are you IRRITABLE, CROSS and GROUCHY? Would you rather stay in BED than be up and DOING? Have you reached that DEPLORABLE condition of CHRONIC BLUES? Do you feel as though "OH, WHAT'S THE USE, THERE IS NO HELP FOR ME?"

THEN you had better see a CHIROPRACTOR.

YOU NEED CHIROPRACTIC ADJUSTMENT WHICH REMOVES THE CAUSE AND NATURE CURES YOU

See

R. W. BRUNSKILL, D. C.

DOCTOR OF CHIROPRACTIC

My Seventh Year in Wauchula—There's a REASON
Office Over Empire Drug Store Wauchula, Florida

LICENSED MASTER PLUMBER, STATE OF FLORIDA

John W. Foley

Avon Park, Fla.

Plumbing and Steam Heating Contractor

ESTIMATES FURNISHED

Plumbing Fixtures, Repairs, Iron Pipe and Fittings, Sewer Pipe and Fittings, Conductor Pipe, Gutters, Conductor, Heads, Ventilators, Galvanized Sheets, Corrugated Iron, Tin Work, Hot Air Furnaces.

SHOP, SARGENT BUILDING, LAKE AVENUE

JOHN J. JAMOUR

HOUSE
and
SIGN
PAINTER

Painting

IN ALL ITS
BRANCHES

Sargent Building

SCENIC ROUTE BUS LINE
Between Avon Park and Haines City, via Winter Haven. Makes connection at Winter Haven with bus lines for all points. Connects at Haines City with No. 80 for Jax, and waits for No. 92 from Tampa and No. 91 from Jax. Leaves Avon Park 8:30 a. m.; Haines City 2:40 p. m. Arrives Avon Park 6:50 p. m.

OUR TRACTORS REDUCE COST OF GROVE DEVELOPMENT

The first trees planted in Section Seventeen, now in their fourth year, are carrying a good crop of fine fruit—the result of splendid care.

Section Sixteen is entirely planted and the trees are growing rapidly. A visit to our developments prove that our agreement has been fully carried out.

Pittsburgh-Florida Fruit Growers

Association (Incorporated)

PITTSBURGH, PA.

AVON PARK, FLA.

SOUTH FLORIDA FAIR AND GASPARILLA CARNIVAL AT TAMPA BEGAN YESTERDAY

With low rates offered by the railroad and steamboat lines from all parts of Florida, with the county and individual product exhibits trebled over those of former fairs, with exhibits from Mexico and Canada added to these, with fifteen high class free acts offered each afternoon and evening, and with Tampa better prepared to entertain their guests than ever before, the annual South Florida Fair and Gasparilla carnival opened in Tampa yesterday and will continue through Saturday of next week, offering nine days of Florida development and royal entertainment. Instead of being merely a South Florida fair the fair is one of state-wide scope, as fully three-fourths of the counties of Florida are represented in some department. The increased exhibits have necessitated the erection of several new buildings, including one for the Mexican exhibit.

The ticket sales dates named by the railroads, with final limit to Sunday, Feb. 15, are as follows:
From Palatka, Ocala, Newberry and points south, Feb. 4, 5, 7, 9, 10 and 11.
From points north of these stations, Feb. 3, 6, 7, 8, 9 and 11.

The following special days of the fair period have been designated:
Opening day, "Marriage Day."
Today, "School Day." All children of Florida will be admitted free.

Monday, "Farmers' Day." Demonstration of agricultural machinery will be a special feature.

Tuesday, "Governor's Day." Featuring arrival of Ye Mystic Krewe of Gasparilla, Rotary-Press breakfast at Hanna Bay hotel, canoe races and water carnival by Rollins College.

Wednesday, "Tampa Day." Featuring monster parade of Nobles of the Mystic Shrine.

Thursday, "Shriners' Day." Featuring monster parade of Nobles of the Mystic Shrine.

Friday, "Mexico Day."
Saturday, "Everybody's Day."
In addition to the Johnny J. Jones Exposition Shows, which are featured at the leading state fairs and expositions of the United States and Canada, the following free acts will be offered:

World Famed Aviation Trio, featuring Lockheed in thrilling change-plane and plane-walking stunts.
Automobile racing by mile-a-minute miniature automobiles.

Famous Flying Wardes (four women and three men), in trapeze act.
Roman chariot and standing race-loop and flying-the-flame act.

The Kimberly Sisters in butterfly act.
DeFil and DeFil, aerialists.
Harrison, trick bicyclist.

Albert Burton, slack wire artist.
Harry Homan, acrobatic comedian.

LANDED TWENTY-FIVE POUND REDFISH

Last week we made mention of a successful fishing party spending several days at Clearwater. The party was composed of Mr. and Mrs. S. M. Houston, Mr. and Mrs. A. M. Baldinger, A. L. Barker, J. D. McEwen, Col. D. V. Rouse and R. E. Long. One of the pleasing features of the occasion was not told to the writer, the catching of a 25-pound redbush by Mrs. Baldinger, and the delicious "feed" enjoyed by the party on its return, when the fish was baked for dinner by the Hotel Avon's expert chef, Fred Williams. To make the repast all the more tempting the platter was attractively garnished with lemons, beets, radishes and lettuce, cut to represent flowers, together with snow-white mashed potatoes. Hot buns, baked potatoes, Spanish onion salad, and other tempting food completed the dinner, which was a splendid sequel to a most enjoyable trip.

HEAD OF A FAMILY GETS \$2,000 EXEMPTION

Single persons, though required to file a return if their net income for 1920 was \$1,000 or more, are, if they are the heads of families, granted a special exemption under the revenue laws. Such person is defined as a "person who actually supports and maintains in one household one or more individuals who are closely connected with him by blood relationship, relationship by marriage or by adoption, and whose right to exercise family control and provide for these dependent individuals is based upon some moral or legal obligation." Such persons are allowed the exemption of \$2,000 granted a married person. In addition, they are allowed a credit of \$200 for each dependent under 18 years of age or incapable of self-support because mentally or physically defective.

Husband and Wife
A married person living with husband and wife can not claim an additional \$2,000 exemption as the head of a family. His or her exemption is based upon the total status, irrespective of the support of other living in the same household. The additional \$200 credit for dependents does not apply to the husband or wife of a taxpayer. For example, if a married man supports a father who is incapable of self-support, he is entitled to the \$200 credit for such person, although a married person, but not to a \$200 credit for a dependent.

A son who has left home but who sends his mother more than one-half the sum required for her support is entitled to the \$200 credit, provided the mother can not support herself. Otherwise, the amount must be considered as a gift, and, therefore, the credit is not allowed. A son living at home but supporting his mother, or other relative may claim the \$200 exemption allowed the head of a family, but not the \$200 credit unless such relative is under 18 years of age or incapable of self-support.

INTERESTING MUSICAL AT SCH. OF AUDITORIUM

The pupils of Miss Elizabeth Pardon's class gave an interesting and delightful musical recital at the High School auditorium on Saturday afternoon, Jan. 23, at 3:30 o'clock. Only the pupils and their invited guests were present. Following was the program:

Current Events—Mamie Barnett.
Sketch of Life of Adeline Patti—Miss Pardon.
Piano Solo—Jewel Dance—Lutelle Morten.
Piano Solo—"Soldier's Song"—Bonnie Ray.
Violin Solo—"Mary Had a Little Lamb"—T. J. McGinnis, Jr.
Piano Solo—"The Waltz"—Wilodene Nance, Miss Pardon.
Piano Solo—"March Militaire"—Mamie Barnett.
Piano Solo—"Melodie"—Sadie Halton, Miss Pardon.
Piano Solo—"Spinning Wheel"—Mary Sapp.
Violin Solo—"Come Back to Old Erin"—Mildred Myers.
Piano Solo—"The Limpid Stream"—Marjorie Lacy.
Vocal Solo—"The Sweet Story of Old"—Gray Days—Miss Dutton.
Piano Solo—Venetian Love Song—Nona Crews.
Violin Solo—Minuet—Roma Roberts.
Piano Solo—"Butterfly Roses"—Carolyn Park.
Piano Solo—Staccato Etude—Myrtle Conoley.

Getting Violators of Liquor Law Deputy Sheriff A. D. Roberts, Ed Garner and Bob Hancock have lately been rounding up violators of the liquor laws. Saturday night they made a raid on bootleggers, arresting a colored man and woman and incidentally getting three from Sebring, who were under the influence of the cup that inebriates. Sunday night a negro arrived on the train at 9:18 with a quantity of "red whiskey" and arrested by Deputy Roberts. The offenders were taken to Arcadia.

Licensed Public Accountant W. R. England spent Friday of last week in Arcadia, where he made application for and was granted a license as public accountant. Mr. England, we understand, is the first person in DeSoto county to apply for a license as public accountant.

SCHOOL NOTES.

A beautiful picture of the New England poets was presented to the fourth, fifth and seventh grades at the "Annex" by Mrs. J. H. Park. This most appropriate gift is highly appreciated.

An interesting spelling contest was completed Wednesday of last week, there having been three preliminary contests, in which a winning team of six was selected to contest the team of the next higher grade. The winner in the final contest was Eleanor Moore Danks, a fifth grade pupil, who was presented with a book, which was given by the teachers.

Miss Beulah Pipkin, assistant home demonstration agent, who met our club girls last week, made the statement to Professor Ellenberger that the drawing and art work of the Avon Park school was some of the best she had seen in her travels over the county. She asked for some articles to exhibit at the South Florida Fair, to be held in Tampa Feb. 3-12.

The lecture given by the arctic explorer, Vilhjalmur Stefansson, at the Capital theatre was splendidly reviewed by Mrs. C. H. Hinton Wednesday and Thursday morning of last week at the "Annex." The reason for doing this was that only four pupils of the three grades heard Mr. Stefansson.



GENUINE
"BULL"
DURHAM
tobacco makes 50
good cigarettes for
10c

Southern Marble and Granite Works

MONUMENTS
HEAD STONES
and
MARKERS

Georgia and Tennessee
Marble
Designs and Prices

by

Herbert Seaverns

Avon Park, Fla.

Royal Tailoring Line
Clothes Called for and
Delivered

Roberts Pressing Club

CLEANING AND
PRESSING

French Dry Cleaning a
Specialty

PHONE 14

Avon Park Florida

LET "GEORGE DO IT" DO WHAT?

Write your fire insurance. I represent several good companies and will appreciate your patronage. I also write automobile insurance, which protects your car in case of theft and also in case of accidents while traveling. No one can afford to own a car without some protection. See me for rates.
G. L. CREWS, Agent.

THE VILLAGE INN

L. E. HUGHES, Prop.

REGULAR MEALS

QUICK LUNCH

Board by Day or Week

CIGARS

TOBACCO

CIGARETTES

COOL DRINKS

Home-Like and Sanitary

YOUR PATRONAGE

SOLICITED

Light and Heavy

Hauling

Satisfactory hauling done promptly and satisfactorily at reasonable prices.

GET THE TRUCK

NOT AFRAID OF SAND

L. R. Lewis

Avon Park Florida

The Elite Parlor

GOWN AND HAT SHOP

Dressmaking

and Designing

Winter and Mid-season

Hats

We Make Hats and Dresses

That Match

Brickell Building

Entrance on Lake Avenue

Well Driving and Pipe Fitting

"Cutler Gets the Water"

ELECTRIC AND GASOLINE MOTORS

Prompt Service

Satisfactory Work

Low Prices

ROSSELL CUTLER

Avon Park, Florida

Sanitary Market

A GOOD MEAL

Depends upon the quality

of your

MEAT

We specialize in quality and

service

Try us and you will become

one of our regular

customers

The Sanitary Market

F. C. COLLINS, Prop.

PHONE 17

Avon Park Florida

Buy a Homesite

And Let It Grow in Value While You Are Paying For It

NO SAFER INVESTMENT

can be made than in town lots in a growing town. Avon Park is growing wonderfully and values are increasing daily. You can take a good profit in a short time and will not realize that you have made an investment if you

BUY A LOT IN BLOCK SIXTY-FOUR

Beautiful location on the crest of a hill overlooking the town; on asphalt pavement; electric lights and water brought to your door!

EASY PAYMENTS

NO INTEREST

Norton T. Smith

Avon Park, Florida

OFFICE: MASONIC TEMPLE

MAKE THIS YOUR MOST PROSPEROUS**YEAR**

You can do it if you only think so.
A good start toward prosperity is starting a bank account.

DO IT TODAY

5 Per Cent Interest Paid
on Savings Deposits

First National Bank**KELLOGG**

Sells

FERTILIZER

See Him

Florida Ice and Power Co.**PURE CRYSTAL ICE
ELECTRICITY AND
WATER**

Avon Park

Florida

You will eventually want The Pilot. Why not subscribe now?



A great acreage has been cleared and plowing will soon be started on the land comprising the first unit of sales.
We are up to our schedule of development and tree planting will begin early in 1921.

"Watch Your Investment Grow"**Citrus Groves and By-Products Company**

Pittsburgh, Pa.

Avon Park, Fla.

LOCAL AND PERSONAL

Stivender sells real estate. Sandwiches that satisfy. Ted. Hand-made novelties and Florida souvenirs at the Gift Shop.

Lee Whitlow spent Saturday in Plant City transacting business. Floyd Johnson made a business trip to Arcadia Friday of last week.

A new G-M-C bus has been placed on the Wauchula-Avon Park line.

Mr. and Mrs. Harry Woodruff spent several days last week in Tampa.

I. M. Callaway of Jacksonville was a business visitor in Avon Park Saturday.

Extra copies of The Pilot are on sale at the Avon Park Drug Company's store.

Miss Henrietta Farrington of Punta Gorda was the week-end guest of Mr. and Mrs. E. G. Todd.

For Sale—Potted eucalyptus trees, ready for planting, 30 cents each; four for \$1. J. W. Townsend, city.

The Rev. T. B. Thompson went to Citrus Center Saturday morning. He will hold services there for two weeks.

E. N. Dickinson and D. F. Canfield returned Friday of last week from an auto trip to North Florida and South Georgia.

Dr. and Mrs. H. W. Heckel, Mrs. Webb and C. P. Reed, who are sojourning at Lake Byrd Lodge, spent Sunday in Tampa.

Harry Parker, Al Jamour and Mark Lance were dinner guests at Kenilworth Lodge, Sebring, Saturday evening, attending the dance there at night.

W. A. Roberts, one of Avon Park's prominent citizens and business men, was transacting business here last Wednesday morning.—Zolfo Springs Truth.

A hunting party returning Friday night from the woods with two fine turkey gobblers was composed of L. M. and Ray Marsh and S. H. DeGroot.

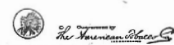
The guests at Lake Byrd Lodge spent Saturday making an auto tour of these beautiful Scenic Highlands. They visited all points on the Highlands from Avon Park to Haines City, returning via Winter Haven and Bartow.

Mr. and Mrs. James Luxton, H. M. Kingsley and Ernest Luxton returned Sunday evening from an automobile trip to the East Coast. They drove as far south as Florida City and north to Daytona, enjoying the trip immensely.

**Do you
know
why
it's toasted**

To seal in the
delicious Burley
tobacco flavor.

**LUCKY
STRIKE
CIGARETTE**

**CLASS IN CIVICS WAS
ORGANIZED LAST WEEK
BY THE WOMAN'S CLUB**

A class in civics as a department of the Woman's Club of Avon Park was organized Wednesday afternoon at the school auditorium. The object of this study is to familiarize women with the constitution of the United States and the laws that they are citizens, to understand public questions that they may help better the conditions under which we live.

The results of this study, the members of the club hope, will be the influencing of the passage of laws to protect women and children and the lives of men in industry, so that no more terrible tragedies may occur.

Dr. Sparks' lecture this (Friday) afternoon will be at 2:30 o'clock at the school auditorium, in order to not conflict with Col. Dan Morgan Smith's lecture an hour later at the Baptist church.

**MUST PAY INCOME
TAX ON BONUSES**

Only single persons whose net income for 1920 was less than \$1,000 and married persons living with husband or wife whose net income was less than \$2,000 are exempt from the requirements to file an income tax return.

The obligation to consider his own case and to file an income tax return on time, if one is due, is laid squarely on the shoulders of every resident of the United States. Guess work is barred. The returns are sworn statements, and accuracy is essential. Salaried persons and wage earners must ascertain the actual compensation received. Bonuses, shares in the profits of a business, values of quarters and board furnished by an employer, and other items of compensation for services must be included.

Returns must show both gross and net income. Gross income includes practically every dollar received by the taxpayer during the year 1920. The net income is determined by subtracting from gross income certain deductions specified by the revenue law, and fully explained in instructions on forms 1040-A and 1040 for filing returns.

Business expenses are the principal allowable deductions in computing net income. The law specifically prohibits the deduction of household and living expenses. Typical deductible business expenses are for salaries, labor, and supplies, rent, repairs, light, power, delivery, selling cost, advertising and insurance. Doctors, lawyers and like professional men may deduct from their gross income dues paid to professional societies and subscriptions to professional journals.

rent paid for offices, amounts paid for light, fuel, water and telephone used in such offices, and the wages paid to office assistants.

When Due
This year, at last, the tax may be paid in full at the time of filing the return, on or before March 15, 1921, or in four installments, the first of which is due on or before March 15, the second on or before June 15, the third on or before Sept. 15, and the fourth on or before Dec. 15.

The return must be filed with the collector of internal revenue for the district in which the taxpayer lives. Heavy penalties are provided for failure or wilful refusal to make a return and pay the tax when due.

TUCKER'S SOLILOQUIES**Plan to Entertain Them**

A new organization has spread all over Florida, called the "Fin Can Tourists of the World." Its membership has reached more than 20,000 and is still growing. The head officer is called the "Royal Chief Can Opener." They have badges, emblems and salutes. The emblem to be worn is a button with the letters "T. O. T." on it and the emblem for a car is a small tin can, with the letters "T. O. T." on top in black. The salute is the letter "C," made with the thumb and forefinger. The organization publishes a magazine. The cities and towns are coming to realize that the auto tourists are a big asset—more so than the hotel tourists, because they buy everything from local merchants and spend from \$100 to \$500 each per month. Cities and towns should plan to entertain the auto tourists.

Ain't It the Truth?

A lot of women who don't know anything about domestic science are mighty good cooks.

Not a Sign of Worship

A wife does not necessarily worship her husband because she puts burnt offerings before him every day.

A Tightwad

The man who digs his own grave is a sure-enough tightwad.

Convicted of Forgery

James Manning, a negro, arrested the early part of last August for forging an order on the Citrus Groves and By-Products Company and forging the endorsement on a check, was tried in circuit court last Friday and found guilty. W. R. England, auditor for the Pittsburgh-Florida Fruit Growers Association and subsidiary companies, and Roy Maddox, foreman, were the state's witnesses.

Real Estate News

Vol. I. AVON, PARK, FLORIDA No. 5.

Have listed for quick sale a ten-acre young grove, on clay road and right in town, set with half oranges and half grapefruit, at a price that will make anyone in the market for a grove buy. Either cash or terms. Call at my office and I shall be glad to show this grove to you.

DON'T FORGET

that you can buy a home lot, in which you will take a great deal of pride and have good neighbors, with dandy homes around you in

"SUNSET HILL"

Call at the office and select your lot.

Mark W. Lance

Insurance REALTOR Citrus Groves

R. I. HARRIS

Orange

Groves

A

Specialty

AVON PARK, FLORIDA

See

William King

Avon Park

For

**Real Estate
of All Kinds**

Have some fine Lake Front Building Sites, just out of incorporation.

Owner's Price
Is My Price

**GROCERIES
OF QUALITY**

Prompt Deliveries.

PHONE 19

B. H. James

The Highlands Pilot

Geo. W. Adams, Editor

Published every Friday at Avon Park, Fla. by the Avon Park Publishing Company.

Subscription: \$2.00 a Year

Entered as second-class mail December 12, 1915, at the post office at Avon Park, Fla., under the act of March 3, 1879.

TELEPHONE No. 23

"Meet Me in Tampa," will be the slogan for the next few days.

Don't live today so that tomorrow you will regret what you did yesterday.

It's true that Florida hasn't any coal mines, but what use has Florida for coal, anyhow?

Gold in Florida? Sure there is! One can see it hanging from the globes on trees all over this section of the state.

President Wilson is going to write a book on the "Peace Conference" but who in the world will take the time to read it?

Florida is such a great state that even the president of the United States is advertising her by spending his vacation here.

If you know of something that would be good for Avon Park or the Seaside Highlands in general, tell us and we will tell about 5,000 readers.

Tampa Tribune: "A day of coolness and then back to the glories of a blay day in Arcadia." Why not let us set the "x" and make it read Arcadia?

The Ku Klux Klan may be a law-abiding organization, but it is a law-abiding organization in a community where the organization exists would be laid at its door.

President-elect Harding showed great wisdom in not coming to Florida and he would show still greater wisdom by purchasing an orange grove on the Seaside Highlands.

The Miami Metropolis advises its readers to pay their bills and then splurge. If the advice were taken all over the country, a whole lot of people would quit "splurging."

There may be oodles of treasure buried along the coasts of Florida, but a man will not get it more quickly by "ticking the soil" than by hunting for buccaners gold.

Times-Union: "Advertising is the tonic that puts the life into the dead." But some so-called merchants are so durned abominable that they don't want anything suggestive of punch.

Girls who giggle, rouge and powder, but do not think, are not fit for jury duty, is the opinion of a certain little City judge. Let us be easy for balliffs to find thinking women, but those without rouge and powder, never.—Times-Union.

Arcadia doesn't propose being dominated by one man, the voters have rejected the commission-manager form of government. It will be a majority. It might possibly be better to be dominated by one man than by a little ring of men.

Tampa Tribune: "What's the name of those new baby counties to be born at the next legislature, or haven't you ventured that far into the wild land yet?" We have, John, and the name of our new county will be "Highlands" county.

We acknowledge with thanks the receipt of an invitation to the Rotary Breakfast in Tampa next Monday night. We can't spend one day in Tampa next week, however, and we've just got to attend the Shriner's ceremony.

Tampa Tribune: "The El Paso Herald says that the wages of sin have not yet been reduced." Oh, yes, they have. You have. You have. \$5.50 a quart, and six months ago it cost \$14." Now, McWhorter, you should have told the voters that. There'll be a whole lot of people in Tampa during the next few days who will want to know that.

Plant City strawberry growers are reaping a rich harvest this season, according to the Courier. In three days last week shipments totaled 40,192 quarts, with prices ranging from 35 to 42¢ cents on the platform. Total shipments Thursday, Jan. 27, amounted to 416,982 quarts. Vegetables are also moving freely from that city and bringing the grower a good return to the growers. Great is Florida.

Extract from an editorial in Times-Union: "Here in the sunny Southland there is little talk of hard times, little lack of prosperity. The payroll in Florida is now near its highest as the big crop of the winter wheat crop—is being harvested and millions upon millions are flowing into the channels of trade and industry and the banks are filled to overflowing. Our great asset—the climate—is earning rich dividends, and, unlike the great cities that depend on industries for sustenance, there is nothing that could shut down the sunshine factory and the tropical spherys."

Why not be neighborly? When Sebring, Frostproof, Lake Wales, Gaines City or any other accessible town on these beautiful Highlands stages an entertainment, why not go? You can't automobile party or two and attend? Your neighborly interest would do more to cement the friendship which should exist all along the Highlands than any other thing. Our interests are mutually beneficial. We are all working for the development of our towns and where communities work together in harmony and good will can be accomplished than where they "go it alone." Remember, one bee will not make much honey, but a good live swarm of them will surprise you.

TOO DRASTIC, AS USUAL

In an issue of The Pilot a couple of weeks ago, we published proposed changes in the Florida game law, as advocated by the Florida Wild Life League. Many of the proposed changes were excellent and the law was passed by the legislature, would serve in a great measure to protect wild life in the state, and afford for many years to come an attraction in the way of found novelties else in the United States.

But the Florida Wild Life League does not stop at a reasonable law, which would protect the game, but it goes on to demand that drastic measures be taken that no reasonable member of the legislature would for a moment consider favorably.

For instance, the carrying of firearms on public highways in automobiles or other vehicles, unless the shells are removed and the gun taken apart and placed in a case, is prohibited. Any shooting along public highways is prohibited under a penalty of a \$50 fine and an imprisonment of 30 days. The carrying of a loaded gun in the woods or fields during closed season would be carrying the gun had been violating the law and subject to a fine against any person who is caught with a loaded gun on the public highways or in the incorporated limits of any town or city. The carrying of a state or private game sanctuary, to be subject to a \$50 fine and imprisonment of 30 days. The carrying of a naturalized person or boy under 16 years of age to be prohibited.

These are some of the most drastic and we do not believe an intelligent body of legislators would pass such laws.

There is no closed season on rabbits and many persons love to hunt rabbits for the purpose of supplying the table with meat. One of the best places in the state for the kind of game is along the public highways, just before dusk or on moonlight evenings. Rabbits also are a nuisance, playing havoc with the truck farmer's crops and causing heavy financial loss. The prohibition of shooting them at any time should be granted.

Farmers frequently have occasion to go into the fields and woods during the closed season in pursuit of predatory animals. Many lions, cougars, wildcats, coon, skunk and opossum are found in large numbers and these animals commit depredations on poultry roosts and young live stock. The Florida Wild Life League does not permit the farmer to protect his interests against these predatory animals.

There are plenty of boys under 16 years of age who probably are as capable and as brave as the hunters of the Florida Wild Life League, yet these boys are prohibited from the use of hunting during open season.

No true sportsman will deny that the game laws should be amended so as to afford greater protection and guard against the extermination of Florida's wild life, but laws can be enacted which will protect the game and at the same time not work in injury to the hunter.

The open season is entirely too long and the amount of game the hunter is allowed to kill is too large. The game could easily be cut in two.

Then if a system of regulation for the game is to be enforced, it is compelling the hunter to register in and out, as well as reporting the number of animals killed. The registration and license fees being devoted to the enforcement of the law, the game birds and animals being exterminated.

DESIRABLES AND UNDESIRABLES

Monday a resident and property owner of Avon Park dropped into the office of the Pilot to write a letter to a few winter visitors, while praising the climate and country, could not help making a few remarks in many ways. "Some of them," said our visitor, "persist in telling you how cheap they can get a house here. They say when an intelligent person, who reads the newspapers (and the most of them probably subscribe for our paper) than the average winter visitor) knows there is not even the shadow of a possibility of getting a house here for the price they state. They pretend they want to purchase property, but claim that our prices are too high. Let it be known to have purchased property at a decided bargain, they say, and would not take into consideration that a large percentage of our sales in this section are made to 'Crackers' or to those who have been here a number of years and know what property is worth."

The question is one hard to answer.

Most of the winter visitors with whom we come in contact are educated and refined and fully appreciate the climate, the country and the people. They are not the "Crackers" referred to in this article. Florida would be much better off if these exceptions remained. Let it be known to the "Crackers" that Florida is a wilderness, its inhabitants uneducated and ignorant, and that the climate is a nuisance. Let it be known to the "Crackers" that the climate is a nuisance, and that the country is a wilderness. Let it be known to the "Crackers" that the climate is a nuisance, and that the country is a wilderness. Let it be known to the "Crackers" that the climate is a nuisance, and that the country is a wilderness.

As a rule, the winter visitors in Avon Park are an intelligent, liberal-minded, appreciative lot, who come here to escape the rigors of northern winters. They like things as they find them, mingle with our people and the majority of them invest in property. In every instance where property has been purchased, they return the following winter to find that their property has increased in value. They know that as the town grows and our developments are made, it will be of increasing value. They know that the winter visitor is

not discriminated against, either in purchasing real estate or patronizing our merchants. They know that they are the welcome here. The reception will be just as cordial as their actions warrant. To that class of people citizens of Avon Park extend a hearty welcome. To the exceptions, we say that their room is in the "Crackers" and they are far above the average.

DE SOTO COUNTY NEWS-PAPERS

There is no county in the state or in the world that can claim the distinction of having as good weekly newspapers as DeSoto county. There are eight weeklies published in DeSoto county and they are far above the average. The Manufacturers' Record of Baltimore, Md., recently stated that Florida ranks above all other states in the union in the standard of its newspapers. We claim that DeSoto county ranks above all other counties in the state. The Punta Gorda Herald, Paul K. Garrett, editor; The Highlands Pilot, George Adams, editor; The Moore Haven News, Andrew Carter, editor; The Sebring White Way, Mr. and Mrs. P. A. Ruhl, editors; The Zolfo Truth, Mr. and Mrs. J. H. Hancoc, editors; The Arcadia Enterprise, O. Shobe, editor; The DeSoto County News are among the best newspapers in the state. Any one who carries more news than the Daily Mail of London, one of the most prominent papers of Europe. The Highlands Pilot, the Moore Haven News and the Sebring White Way are improving wonderfully. They have been good newspapers, but they have looked backward to us lately heretofore. If we see them, we will tell the world just what we think about the superiority of DeSoto county newspapers over those of other counties. Perhaps the editors are no better here than elsewhere, but there is one thing certain, this section of the country is so wonderful and blessed with natural resources that the editors here have more to write about than those of other sections.—DeSoto County News.

84 PER CENT OF FAILURES WERE NOT BIG ADVERTISERS

Advertising is the magic key that unlocks the gates of commercial prosperity and floods business with new life. It is the one factor in business development enough to turn disaster into success. Its practical value lies in the fact that it stimulates consumption.

These are the viewpoints that George A. Cullen, vice-president of the North American Fruit Exchange and former vice-president of the Lackawanna railroad, expressed when questioned recently by the public relations committee of the state to launch an intensive advertising campaign.

He has based these convictions on his experience, and the publication of Bradstreet's and Dun's yearbooks of failures for 1920 of the statistics, that all the failures, 84 per cent were of firms that failed to advertise.

"Selling any product is a matter of letting the people know what you have to sell. Demand is created by the knowledge that desirable product is on the market," he declared.

According to him, the buying public is in a mood to buy and has been awakened to the possibilities of advantage that will accrue from spending money in this manner during a period when money is not particularly plentiful and when all manner of industry is showing signs of faltering up. It will be found that shoppers are discriminating and will tend to go into the markets. Unless a determined effort is made to win the business of the public by buying at such a time, business is likely to suffer serious reverses. The state advertising trustees have been so successful in their efforts to bring the product to the public notice in the past that it is not surprising to find pressing these views Mr. Cullen said that they could be reasonably applied to the kind of business that he stressed the fact that advertising was a boom to the fruit situation when the buyers are loath to come into the market.

Highlands sounds much better than "Ridge." Let's remember that.

The words "peace and victory" will have a hollow meaning when you have paid the price of your income tax.

Tampa is rapidly getting into the same class as New York, Chicago and other great metropolitan cities. A \$20,000 hold-up was staged there in broad daylight last week.

Governor Hardee will find plenty of men who are willing to advise him how to run the ship of state, but we predict he will make a pretty good pilot without anybody "butting in."

Polk county commissioners have made an appropriation for denying the expense of entertaining the National Editorial Association. No wonder Polk county keeps forging ahead.

Advertisers in the Times-Union are quoted as translated sugar at 8 cents a pound. But in the same paper we notice bargain prices of candied fruit ranging from 50 cents to \$1.50 a pound.

Times-Union: "Some are born crazy, some achieve the bug, while others simply have the income tax blues." Which is it? Which, in our opinion, is enough to send any man to Chittanooga.

Times-Union: "Each little exemption is worth \$200. How much more do you?" The average newspaper man is better off without any "exemption" for as many as for a heart child crying for bread.

South Florida Press Association is of the opinion the county commissioners should pay for the publication of their minutes. We have thought so for 10, these many years, and that they should be published in the one paper in the county. The taxpayers have a right to know what the commissioners are doing and should not be compelled to subscribe for a paper they do not want to find out.

THERE ARE NO "HARD TIMES" IN FLORIDA

Florida is a southern states, geographically and sentimentally, by traditions and by political inclination, but this does not mean that Florida is to be classed with the other southern states apparently in the depression and "hard times" or at least laboring under such a hallucination, which is just as bad as spreading the impression to other sections of the country.

There are no "hard times" in Florida. The state is at a prosperous as ever. All industries are booming; full blast. The way is being cleared for additional industries. "Business as usual" is the program which is being followed to the minutest details. There are a number of reasons for this condition, the most important of which, no doubt, is the diversification of interest, and while the state should not "pat itself on the back" at the expense of other sections, the existing normally should be advertised to the world. The southern states that are in the throes of depression are unfortunate; but Florida must not suffer by this generally bewailed depression when this phase of business is moving forward in the most consistent manner.

National houses, banking and the various other, usually consider the south as a whole. They study the southern states from a single viewpoint, and while in many instances their deductions may be correct, they will make a mistake and do Florida an injustice if this is done at the present time. If "hard times" are in Florida, it is the grand exception. We do not know whether the other southern states are really suffering in the readjustment period or not, although the press is intimating strongly that they are. Florida is in a position to take advantage of this situation, but we do know that Florida is as prosperous as ever—and it will be as prosperous as ever—and it will be a worthwhile act to inform the nation to this effect. The state will make a grave error if it permits this impression to gain momentum. We notice that the Associated Builders of Florida have made an appropriation to advertise in national trade publications in order to scatter the good news, and other organizations can help along the cause by taking similar action, and the chances are that the returns will be ten-fold.—Florida Metropolis.

Times-Union: "A poultry raiser in this state is producing sixteen to twenty eggs. But we don't buy them by the pound." However, there is no poultry in the world which should be sold by the pound. Somebody's sure to be cheated under the present system.

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MANY ILLICIT STILL FOUND IN THE SOUTHERN STATES

According to a dispatch from Louisville, Ky., a total of 9,400 illicit stills were captured and 5,282 arrests were made during the year 1920 in the southern prohibition district, which comprises the states of Virginia, North Carolina, South Carolina, Kentucky and Tennessee, according to figures recently made public by S. R. Braine, supervising agent of the district. Of the arrests, Kentucky had 1,182.

Prosecutions, the report said, resulted in fines aggregating \$288,586 and imprisonments totaling 2,378 months. Carriers of illicit whiskey confiscated included 309 automobiles, 8 boats, 66 vehicles, 93 horses and mules, 1 house was confiscated. In addition, 27,812 gallons of liquor, 3,779 bushels of malt, 27,240 pounds of sugar, 7,747 gallons of molasses, 66,942 gallons of cider and 2,310,433 gallons of mash were seized in raids. The total value of property in the district seized for sale was \$1,038,171, while property destroyed was valued at \$1,624,415. Taxes and penalties assessed by the internal revenue department for the area aggregated \$4,561,233.

One Holiday in February There is but one holiday this month—Washington's birthday, Feb. 22.

"Meat You Can Eat"

EVERYTHING IN THE LINE OF MEATS

Fancy and Staple Groceries

Phone us your order and get quick delivery

Phone 47

The City Market

E. & L. M. CO.

Avon Park Florida

THE WOMAN'S CLUB OF AVON PARK

Meets First and Third Friday of Each Month

Mother's Department Meets Second and Fourth Friday of Each Month

School Auditorium

DR. D. D. CREWS

DENTIST

Office First National Bank Building Avon Park, Florida

Baseball Goods

We have placed on display a complete line of Baseball paraphernalia, which will interest the young men and boys. See the line and get ready for the baseball season. It's a splendid sport, as well as a healthful one. Our

GENERAL LINE OF HARDWARE

is unsurpassed anywhere in this territory. You'll find everything here usually carried in a first-class hardware store and many articles not generally carried outside the larger cities.

FULL LINE OF FURNITURE

Undertaking and Embalming

Smith-McGinnis-Stebbins Company

Brickell Building Avon Park, Fla.

A Few of The Powers of Trust Companies

Importance of the Citrus Industry to Avon Park

Possibly all of the readers of The Pilot do not realize the importance of the citrus industry to this section of the state. It is safe to assume that they can readily make the place on the map of a city here, where more business will be transacted than in any other place on the Seaside Highlands.

It must be remembered that the citrus industry is a development company, now engaged in clearing thousands of acres of land to plant to citrus will cover a period of years and as the plantings come into bearing, such succeeding years will require more men to cultivate, pick and pack the fruit, to say nothing of spraying, pruning, etc.

Here packing houses must be built, more craters manufactured, more materials of all kinds used, more houses built for employees and even more and larger business enterprises established, with many more buildings, houses, etc. More clerks will be furnished employment and each and every year more money will be brought to Avon Park.

By-products factories must and will be erected and operated to care for and save the drops and the class of fruit growers will not want to place on the market. This will eliminate all waste, insure against overproduction and prove a source of revenue which we have hitherto not enjoyed.

When you stop to think of the thousands of men and women in this section of the state who are engaged in the citrus industry, you will realize that the fruit ready for market, isn't it a local cash-crop? That Avon Park is bound to grow by leaps and bounds and that the growth will be a permanent one.

And when you think of this bright future, don't you feel a thrill? Which is it? Which, in our opinion, is enough to send any man to Chittanooga.

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To act as fiscal or transfer agent of any state, municipality, body politic or corporation.

To transfer, register and countersign certificates of stock, bond or other evidences of indebtedness, and to act as agent for any corporation, foreign or domestic.

To receive deposits of trust moneys, securities or other personal property from any person or corporation, and to loan money on real or personal securities.

To act as trustee under any mortgage or bond issued by any municipality, body politic or corporation.

To accept trusts from and execute trusts for married women in regard to their separate equitable property and to be their agent in the management of such property.

To act under the order of any court of record as guardian, receiver or trustee of the estate of any minor, and as depository of any moneys paid into court, whether for the benefit of any such minor or other persons or corporations.

To take, accept and execute any and all such legal trusts, duties and powers in regard to holding, managing and disposition of any estate, real or personal, and the rents and profits and all thereof, as may be confided to it by any court of record, or by any person, corporation, municipal or other authority.

To purchase, invest in and sell stocks, promissory notes, bills of exchange, bonds and mortgages on real estate and other securities of well-known, established value, using only its own capital, surplus, and general deposits for such purpose, and in no case shall trust funds be used except as provided by law.

To be appointed and accept the appointment of assignee or trustee under any assignment for the benefit of creditors of any debtor made pursuant to any statute or otherwise.

To act as receiver or trustee of the estate or property of any person, firm, corporation or association, under appointment of any court.

To act as executor or trustee under last wills and testaments, or administrator, with or without the will annexed, of the estate of any deceased person.

To exercise the powers conferred on and to carry on the business of a safe deposit company.

To collect coupons on or interest upon all manners of securities when authorized so to do by the parties depositing the same.

To receive and manage sinking funds.

To generally to execute trusts of every description not inconsistent with the laws of the state or of the United States.

To do a general banking business.

The above are some of the powers of a trust company, as defined by law.

WE INVITE YOUR BUSINESS

First Trust & Savings Company

H. M. WIGGINS, Cashier

BRICKELL BUILDING

AVON PARK, FLA.

Candy Candy Candy

FRESH FRESH FRESH

A shipment just received, and WILL BE KEPT ON ICE for your convenience. When you want HIGH-GRADE CANDIES, just come to us, walk back to our big CANDY REFRIGERATOR CASE and make your selection, being assured of the fact that it is in the "Pink of Condition."

We usually have enough PURE SWEET JERSEY MILK to spare you a little in case of sickness or emergency.

KLIM—KLIM—KLIM.

We are agents for the town of Avon Park

Avon Park Drug Company

"THE DRUG STORE WITH A HEART"

HENRY LANDER

RADCLIFFE CHAUTAUQUA AT FROSTPROOF NEXT WEEK

The Frostproof chautauqua committee desires to announce Tuesday, Wednesday and Thursday, Feb. 8, 9 and 10, as the dates upon which the Radcliffe chautauqua will be held there. The bureau at Washington promises an unusually attractive and varied program.

No time or effort has been spared by Mr. Radcliffe to bring to nearly 2,000 of America's smaller communities that spirit of civic pride and world-wide outlook which hitherto has been expected only in the large cities. It will be a real festival of inspiring music, wholesome amusement and lectures by men of vision and leadership who will discuss topics on subjects in which every American is vitally concerned. In building the program the utmost care was exercised in engaging only artists whose ability on the public platform has been thoroughly tried and proven. Each is a real artist in his or her line, thereby assuring musical treats of the highest character.

The people of Avon Park are especially invited to attend as many numbers of this chautauqua as possible and are assured that an excellent entertainment will be given them. Every number in the three days' performance is of the highest class and well worth while. There will be two performances daily, the afternoon performances beginning at 3 o'clock and the evening at 8. The program contains such elevating and interesting entertainers as the Moore Musical Entertainers, J. William Terry, D.D., The Chautauqua Director, The Bellini-Plumstead Concert Company, Miss Rosa Kohler, the American Art Detachment and Dr. W. T. S. Culp. The entertainments begin next Tuesday and continue until Thursday evening. Season tickets can be had for adults at \$2 and for children at \$1. Frostproof welcomes people from out of town and will give them a good time, Feb. 8, 9 and 10.

Otter Killed at Arcadia
An otter weighing eighteen pounds was recently killed near the General Hospital at Arcadia.

Real estate, that's all. Stivender.

FOOD SALE!

EVERY SATURDAY AFTERNOON AT 2 O'CLOCK
Ladies of the Methodist Church will hold a Food Sale in the room vacated by the First Trust and Savings Company, next to the R. I. Harris Real Estate Office.

REMEMBER THE TIME AND PLACE

Patronize This Food Sale

Fishing Tackle

We have on hand a full line of Fishing Tackle. The kind that catches the fish

Leather Puttees

ARE STILL AT A REDUCED PRICE

You had better do your hunting now. The season will soon be closed. We have the

Guns and Shells

YOU NEED

W. R. ENGLAND

Successor to F. C. RAE

LOCAL AND PERSONAL

"There's a Reason"

People become hot and thirsty and drink a bottle of "Orange Crush" or "Cherry Blossom," thinking it is for the throat, but that is not true. When they become overheated they become fatigued. It is the call of the body for stimulation which causes their action. "Orange Crush" and "Coca-Cola" contain a certain amount of sugar. This sugar, through the chemical action, when placed in the drink, becomes what we call invert sugar, a highly nourishing food. Invert sugar needs no digestion. As soon as the drink reaches the stomach the sugar is carried immediately into the blood and there is an instantaneous feeling of exhilaration caused by the food properties furnishing additional energy. Therein lies the value of "Orange Crush." The sugar furnishes strength to the body and invert sugar is the purest concentrated food known. There is absolutely no waste and it is absorbed immediately into the blood without the body laboring to digest it.

COCA-COLA BOTTLING CO.

Talk with Stivender about real estate.

You'll be satisfied at Ted's Lunch Counter.

Ralph Barleigh of Dundee spent Monday in Avon Park.

Quick service and satisfactory prices at Ted's Lunch Counter.

For Sale—Six-room bungalow on Lake avenue. See J. R. Ganey, 4th

Hettie Pabor and Mabel Wallace spent Friday night with Theima Clark.

Mark Lance, Al Jamour and H. L. Parker spent Wednesday afternoon in Kissimmee.

P. M. Stivender would like to talk with you about that proposed real estate deal.

T. L. Lewis of Sebring spent several hours here Wednesday, transacting business.

Mr. and Mrs. Harry Crews and Mrs. Withers of Sebring were Avon Park visitors Tuesday night.

We are doing lots of job printing. There's a season. Good work, prompt service and reasonable prices.

J. A. Bass has rented the little building just west of the postoffice where he will open a cash grocery store.

William Griffin, manager for the Highlands Motor Company, spent Sunday at the home of his parents in Wauchula.

Accept the invitation to attend the board of trade supper at the Hotel Avon Tuesday evening, Feb. 8, at 7:30 p. m.

Byrum Shockley will pack for you the best of oranges and grapefruit and have them expressed. Drop him a card now.

Miss Helen Smith returned to Rollins College Sunday, after spending a week here with her parents, Mr. and Mrs. Will Smith.

B. W. Field and J. L. Johnson of Sebring were here Monday night attending rehearsal of the Royal Arch Masons' team, putting on the Mark Master degree.

Lost—White pointer dog about 10 months old; very large for age; three silver spots on hind legs; on him \$10 dollars reward for return to T. J. McGinnis, Avon Park.

The box supper given at the home of Miss Eora Hart last week by the junior class of the Baptist church, Mrs. Ed E. Bartlett, treasurer, netted the class the handsome sum of \$50.50.

Sam Small, the noted evangelist, will deliver a lecture at the Baptist church Thursday evening, Feb. 11, at 7:30 p. m. The lecture will be free and all are cordially invited to attend.

While playing in the yard at home last Monday the 4-year-old son of Mr. and Mrs. Max Wild suffered a broken leg. The fracture was reduced by Dr. W. C. Touchton and the child is getting along nicely.

R. P. Raines and daughter, Charles Windham and daughter and Mrs. Marie Norwood and little son are here from Lamar, S. C., visiting Mr. Raines' brother, J. H. Raines. They expect to remain a couple of days at the home of Mrs. Raines at Washington, D. C.

The next number of the Winter Amusements Course will be given in the school auditorium Monday evening, Feb. 14. The attraction will be the Ward-Waters Company. See next week's Pilot for further particulars.

For Sale—In 33 and 36-gallon barrels, absolutely pure cane syrup; very fine; new cypress barrels. References, any bank here. Get a barrel of real syrup and cut H. C. L. 10¢ for next fifteen days, Job. Madison, Kingsberry, Madison, Fla.

Among a number of new guests at Lake Bryd Lodge, who are making their first visit to Florida and are delighted with everything they have thus far seen, are Mr. and Mrs. J. P. Kinchloe and Mrs. Kinchloe of Rockledge, Va., and Mrs. Shacklett of Washington, D. C.

Those interested in the Methodist church and who desire to do so, are invited to make contributions to the food sale being held every Saturday afternoon in the room vacated by the First Trust and Savings Company, in the Harris building. Bring contributions to the room or give them to Mrs. R. C. Petersen.

Charles Parke Anderson, Jr., is spending a few days with his parents at Lake Bryd Lodge, having been exempt from certain examinations now in progress at the University of Florida on account of high average. This young man will graduate from the University of Florida in June, after which he will locate here and become part of the organization of the Pittsburgh Florida Fruit Growers Association and allied companies, taking as his special work the scientific care of trees for which he is particularly well fitted, having spent four years in preparation for the work. It is the aim of the Pittsburgh-Florida people to build up an organization which will develop the best groves in the world.

There are no files on Ted's lunches. Extra copies of The Pilot are 5 cents each.

Smoke, eat and drink at Ted's Lunch Counter.

Tea and cakes served at the Gift Shop every afternoon.

Bethel Hill and Miss Bertha Cameron spent Sunday in Barab.

See Stivender if you have anything in real estate to sell or are in the market.

Remember, when you want engraved cards, invitations, etc., we are for you.

Mayor A. E. Lawrence of Sebring was a business visitor in Avon Park Tuesday.

For Sale—That handsome new cottage, corner Lake avenue and Charles street. See H. E. Coy.

O. L. Barhill and Steve Woods of near Lake Nemo, are spending several weeks in the Everglades.

Mr. and Mrs. W. P. Yonless of Winter Haven spent Tuesday in Avon Park, guests of J. V. Chapman.

Wanted—To buy Ford touring car in good running order; \$50 cash, \$50 a month. Address M. care Pilot.

Mrs. C. S. Ginn of Fairfax, S. C., is spending several weeks here with her son, C. R. Ginn, out on Lake Tularne.

Farm Wanted—Want to hear from owner of farm or good land, worth the price asked. L. Jones, Box 551, Olney, Ill.

Mr. and Mrs. Elbert Scott of Bridgeport, Neb., are registered at the Hotel Avon and will remain here several days.

Mr. and Mrs. Charles Conner and Miss Margaret Trent of Knoxville, Tenn., and Mrs. Charles M. Britt of Asheville, N. C., departed for their homes Friday of last week, after having spent some time here, guests of Mr. and Mrs. N. H. Trent.

*Information has been furnished us by the Pacific Mail Steamship Company that Miss S. Andrews arrived in San Francisco from the Orient on the steamship Columbia, Jan. 25, en route to her home in Avon Park. She boarded the Columbia at Yokohama.

A party of seventeen grove owners with the Pittsburgh-Florida Fruit Growers Association, who had been sojourning here a couple of weeks, departed for their homes in Pittsburgh Tuesday. The party will spend a couple of days in Jacksonville, then visit St. Augustine, after which the members will board the boat for Baltimore and reach home Sunday night.

Very member of the party was pleased with his investment here and departed with a high opinion of Avon Park and its future outlook.

Short orders, clean and well cooked. Ted's Lunch Counter.
Lake front land in exchange for automobile. E. D. Putney.
Miss Hattie Shockley of Tampa is here visiting her sister, Mrs. Curtis Langford.

Your trip to WAUCHULA will be incomplete unless you stop at PALM CAFE C. E. Bortz, Prop.

Ready for Business

Our new bank has opened for business and invites a share of your patronage, insuring you courteous treatment and every facility known to conservative banking. For the present we will be located in the quarters which have been occupied by B. F. West, but will move into

Our New Location

just as soon as the building is remodeled, but in the meantime we will appreciate any business you may give us. We will do a

General Banking

Business

Safeguarding the interests of our patrons in every possible manner. Your account, large or small, is solicited.

5 PER CENT INTEREST ON SAVINGS AND TIME DEPOSITS

B. F. West Banking Company

M. T. WHIDDEN, Cashier
WEST BUILDING Avon Park, Florida

OUR SPRING LINE HAS ARRIVED

And it is the most extensive line ever brought to Avon Park. The assortment and fabrics will at once appeal to the purchasing public and the prices will surprise you. Prices are not only down, but they have struck bottom—have reached the last level. You have waited for lower prices and they are to be found at this store. Everything in Dry Goods and Furnishings are

50 Per Cent and More Lower Than During 1920

Silks

In our new silk piece goods you will find
Taffetas Messalines Georgettes
Crepe de Chines
Foulards Jerseys Raftes
To suit your taste and pocketbook

Linens

There are dress lines here sure to please the most exacting purchaser.
Flowered Voiles White Voiles
Organdies
You'll be surprised at the values offered

A Complete Line of Dress Gingham

LADIES' READY-TO-WEAR

Tafta Dresses Silk Jersey Dresses
Voile Dresses
Georgette and Crepe de Chine Waists
The latest creations, made of the finest fabrics and bought on the lowest market

LADIES' UNDERWEAR

A complete line, and a new line of Laces has just been received.
WILSON BROS. SHIRTS
For men and boys. The most complete line ever shown in Avon Park.

Men's Made-to-Measure Clothing

Charles Boese, specialty man for the Edward E. Strauss Tailoring Company, will be here Feb. 18 and 19 with a splendid line of new spring fabrics for men and will take your measures for clothing. Like everything else, the price is lower.

Star Brand Shoes

You know the line. We have them in all sizes for men, women and children, at the reduced prices.

Work Clothes

The famous Tied and Headlight Overalls—the kind that wear until you are tired of them.

We Want to Impress Upon Your Mind

that we are prepared to take care of the public in everything carried in a first-class Dry Goods and Furnishings Store. We have always endeavored to carry in stock a complete line and sell to our customers at

The Lowest Possible Prices

Park Mercantile Co.

T. J. MCGINNIS, Manager

Men in a Position to Know

state that now is the psychological time to buy Florida Real Estate. Values are at the lowest and increases are bound to come. No matter whether you want

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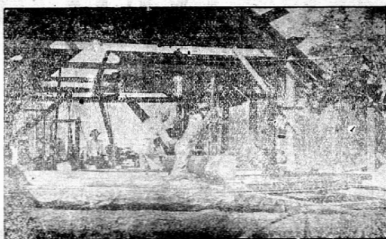
In the great hotels or at the roadside store, at the turn on the golf course or at the base-ball game, bottled Coca-Cola ever is relished.



At work or at play, it always is the favorite American drink. Demand the genuine by full name and you will get it in sterilized bottles—pure and wholesome, delicious and refreshing.

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Buy by the Case



Practically all the clearing has been completed on the lands comprising the first sales unit.

By the use of tractors much of the plowing has been finished and the planting of trees will be started in the planting season of 1921.

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Your Guarantee"

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DEVELOPMENT CO.**

Washington, D. C. Avon Park, Fla.

BOARD OF TRADE WILL GIVE SUPPER AT HOTEL AVON NEXT TUESDAY NIGHT

The board of governors of the Avon Park Board of Trade met at a meeting last Friday afternoon, when it was decided to give a supper at the Hotel Avon next Tuesday evening, Feb. 8, at 7:30 o'clock. The secretary was instructed to issue invitations, enclosing a return postal card for the acceptance or rejection of the invitation. It is to be hoped that all who receive an invitation will accept and so notify the secretary on the day the invitation is received, in order that we may know how many to prepare for. Invitations have been issued only to members or to those who should and are expected to become members.

There will be an interesting program arranged and the supper will be a good one. In giving this supper the board of trade has "nothing up its sleeve" and no charge will be made to those accepting the invitation. It is purely a get-together meeting to discuss plans for the benefit of the town. What benefits the town as a whole will benefit every individual in the town.

The hour has been set at 7:30 and it is to be hoped you will be there promptly at that hour.

The board of trade has been active along lines to benefit Avon Park and there are many irons in the fire now of which the general public has no knowledge. It has accomplished much in the past and hopes to accomplish more in the future. Some matters taken up by the board of trade may seem to be productive of no results, but it must be borne in mind that it takes time to bring about radical changes, especially where railroads and public utilities corporations are concerned. The board of trade is not asleep on the job, however, and much is being done that will ultimately produce results.

We cannot expect every request made by civic bodies to be granted. Neither can we reasonably expect every proposition will be carried out. But the Avon Park Board of Trade, when it goes after something which will prove of general benefit never lies down on the job.

Just now the matter of the establishment of a down-town telephone

office by the Western Union Telegraph Company is being taken up with the state railroad commissioner and it is the firm belief of the writer that the commission will favorably in the matter. Such an office will prove of great value to the merchants, manufacturers and individuals, who have been compelled for a great length of time to put up with the worst kind of telegraph service imaginable.

Other important matters are being handled, which will ultimately result in much good for Avon Park and the surrounding country.

If you are a public-spirited citizen, have the welfare of the community at heart and believe in the future of your town, you will not only attend the supper at the Hotel Avon next Tuesday night, but you will also attend the public meetings whenever possible, take part in same and lend your influence to every good project advanced for the general good. You will support the board of trade financially, by paying your dues and, if you are not a member, you will become one.

The associated Boards of Trade of the scenic Highlands is recognized as one of the most powerful organizations in the state. The Avon Park Board of Trade is an active and influential member of that organization. But what we want to do is to make the Avon Park Board of Trade a powerful organization in itself, so that when it makes a demand or request, those upon whom such demand or request is made will give same proper consideration.

Avon Park is admirably situated, has unlimited resources, offers a splendid field for investment, and should become one of the leading cities of South Florida. We can bring Avon Park into her own if we will all work together to that end.

Don't wait for "George to do it," but jump into the breach yourself and help place our town where it belongs. If you haven't mailed your card to the secretary, do so today and let the "I will attend the supper" at the Hotel Avon Tuesday night, if you make 1921 the banner year in the history of Avon Park.

PERSONAL PARAGRAPHS

Stivender sells real estate.

Try Ted's coffee and hamburgers.

Articles in fancy work made to order at the Gift Shop.

Eat at Ted's Lunch Counter and get your money's worth.

For Sale — Six-room bungalow on Lake avenue. See J. R. Garvey.

Col. D. V. Rouse was transacting legal business in Arcadia Monday.

A. C. Bauknight and John W. Foley motored to Haines City Sunday afternoon.

Capt. T. J. Henderson of Zolfo was a business visitor in Avon Park Saturday.

Mrs. C. P. Anderson is driving a new Oakland Six, having exchanged her used car last week.

L. P. Hagan of Sanford spent last Saturday in Avon Park looking after his turpentine interests here.

Don't forget that the men are invited to attend the lectures at the school auditorium Friday afternoons.

The handsome new cottage, corner Lake avenue and Charles street, would make you a fine home. It's for sale by H. E. Coy.

Mr. and Mrs. B. H. Starkey and Mr. and Mrs. Ellis West spent Sunday on Lake Lovela, guests of Mr. and Mrs. Leonie Hunt.

J. H. Baldwin returned last Friday from Meriden, Conn., where he had been for a month, called there by the illness and death of his sister.

Mr. and Mrs. H. S. Garrett of Washington, D. C., departed for their home Saturday, after having spent a couple of delightful weeks at Lake Byrd Lodge.

Miss Allanne Rivers of Union City, Tenn., who had been the guest of Mr. and Mrs. J. D. Ott and Mr. and Mrs. C. N. Ott for three weeks, departed for her home Saturday.

Mr. and Mrs. T. P. Langhans and Mr. and Mrs. R. L. Thompson of Pittsburgh, Pa., departed Monday for their homes, after having spent two delightful weeks at Lake Byrd Lodge.

Lost—Friday night of last week, on Wauchula road, between Avon Park and Steve Shipper's home, small satchel containing clothing and shoes for 10-year-old boy. Finder please leave at Pilot office.

Miss Sadie Myers, accompanied by her uncle and aunt, Mr. and Mrs. F. O. Gerklen of Lakeland, and Mr. and Mrs. Elsie of Huntington, Ind., spent Sunday in Avon Park with her parents, Mr. and Mrs. W. F. Myers.

James A. McElwee of Washington, D. C., and Avon Park has made reservations at Groveland Inn, to entertain on the 10th of February about fifty tourists who will tour the Ridge section with the view of locating—Haines City Herald.

Mr. and Mrs. S. H. DeGroodt of Youngstown, O., arrived in Avon Park last week to spend several months. They have spent several winters here and are real Avon Park boosters. They will be located with Mr. and Mrs. L. M. Marsh.

Commissioner James Carlton of Sebring was a caller at the Pilot office the first of the week while en route to Arcadia on official business.

Mr. Carlton assured us that he intended to serve all the district alike and wanted to correct the impression that was abroad in the district that he would be partial to a certain section, and just as soon as the money was available in the treasury he would begin work and repair the Dixie Highway. Mr. Carlton has only been in office less than a month and consequently has not thoroughly organized his road crew, and when this is perfected we may see some results.—Zolfo Springs Truth.

ATTENDED SHRINE'S PLAY AT LAKELAND

Avon Park people attending "The Houseboat on the Sticks," the musical comedy staged at Lakeland Thursday night of last week by members of Egypt Temple, were Mr. and Mrs. Norton Smith, Capt. F. C. Rae and Mrs. Vaughn, Mr. and Mrs. T. H. Lander and Mrs. Arthur Middleton and M. W. Lance. They were loud in their praises of the entertainment. The day was Mrs. Norton Smith's birthday anniversary, which is usually celebrated with a birthday dinner party, but this year they decided that a short auto trip through the scenic sections of Polk county and the musical comedy at Lakeland would furnish a pleasant diversion from the usual custom. They made the trip to Lakeland via Haines City and Winter Haven, returning Friday via Pembroke.

NOTICE TO CREDITORS

In Court of the County Judge, DeSoto County, State of Florida.
In re Estate of Sophia J. Lanier.
To all creditors, legatees, distributees and all persons having claims or demands against said estate:
You and each of you, are hereby notified and required to present any claims and demands which you, or either of you, may have against the estate of Sophia J. Lanier, deceased, late of DeSoto County, Florida, to the undersigned C. E. Lanier, Administrator of said estate, within two years from the date hereof.
Dated Dec. 21, A. D. 1920.
C. E. LANIER, Administrator.

William L. Smith

GENERAL CONTRACTOR

Park Hotel, Whidden Building

Phone 59 Avon Park, Fla.

For Sale

Ten-acre grove, on hard road near Avon Park; part in bearing, some trees fourteen years old, all in splendid condition.

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FOR A SHORT TIME**

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**C. E. LANIER, SECRETARY
TREASURER**

Your Automobile

will last much longer, run better and give you more satisfaction and enjoyment if you

Repair Work and Overhauling

is done by expert workmen. Automobile repairing is our business and we give all work brought to us our most careful attention.

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GASOLINE OIL ACCESSORIES
Tires and Tubes Supplies of All Kinds

THE STANDARD GARAGE

WELCH BROS., Proprietors

AVON PARK, FLORIDA

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is to supply the people of Avon Park at all times with the best to be had in

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NUTS
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CIGARS
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Fruit Store**

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Kathryn M. French & Co.

Women's Ready-to-Wear
and

MILLINERY

SEBRING, - - FLORIDA.

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For Women Who Insist on INDIVIDUALITY

We Are Showing

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In an assortment of the newest styles, colors
and materials particularly adapted for the

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Yourself

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Costs little, but helps lots
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MaterialREDUCTION
IN PRICESBRICK
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For All Purposes
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PEE-GEE MASTER PAINTS

Call for Prices

Herbert Seaverns

W. C. TOUCHTON, M.D.
Office hours: 9 to 11 a. m., 2 to 4 p. m.
Room 1, First National Bank Building
Avon Park, FloridaDon't BE HASTY
IN PURCHASINGThe South Florida Fair is on in Tampa and will no doubt
be attended by many Avon Park citizens.

We Advise You

Not to be hasty in purchasing your Dry Goods and Shoes,
but wait for our announcement next week, when we will
offer our merchandise at greatly reduced prices, in order
to make room for new goods and interior improvements.

IT WILL PAY YOU TO WAIT

White Dry Goods Company

Avon Park, Florida

WATCH FOR OUR ANNOUNCEMENT NEXT WEEK

ENJOYABLE FISH FRY
STAGED AT LAKE LETTAWednesday morning, Jan. 26, a
party of about forty people arose
bright and early, the members an-
ticipating something they had never
before been privileged to enjoy—a
fish fry—and for several days prior
to the event it served as the entire
topic of conversation. The majority
of the party was composed of visitors
from the north, who had enjoyed
many picnics in the good old summer
time, but had never experienced the
delights of an open-air picnic in mid-
winter.As stated above, everybody was up
bright and early, all anxious to do
their part in getting started. Mrs.
C. P. Anderson and her valuable as-
sistants, Mr. and Mrs. Park, Bill and
Jewel, took charge of the "commis-
sary" and, oh, boy! not a thing was
omitted. But wait a minute! Our old
friends, Sam Durrance and Howard
Maddox—we will have to doff our
chapeaus to them. They had started
the night before to furnish the
main ingredients for the fish fry,
with which to feed the multitude
(and it took more than five loaves
and two fishes for that crowd) and
they sure did get them—in all sizes,
from 9 1/2 pounds down. Pictures
were taken by the official photog-
rapher, Dr. Heckel, which can be pro-
duced upon demand.The party started in automobiles
about 10 o'clock, carrying the pro-
visions in a truck, and after an en-
joyable ride through Section 32, one
of the developments of the Citrus Groves
and By-Products Company, reached
Lake Letta. A fire was started, table
set in the woods and many hands
joined in the work of cleaning the
fish. Mrs. A. V. Anderson and Mrs.
Sam Durrance prepared the fish and
fat for the fry and Sam himself acted
as official "fryer." Mrs. Mary
Adams, assisted by William Hare and
C. P. Read, concocted a delightful
beverage and after a sumptuous re-
past a real fun started."Tarpzin the Unusual" had noth-
ing on Harvey Garrett, who put that
celebrity of fiction to shame in the
manner in which he pulled down trees
(that were already down) and he also
has "Sultan" backed off the map. If
he doesn't get wiser otherwise, he
carries them on his back—real cactus
man style.C. P. Anderson started an old-fash-
ioned tinsy gallery, taking many
pictures of men and other men's
wives. In fact, he took a picture of
every one present, except Miss Cora
Neison—there's a reason. (The prize
picture of the day was the one taken
of the men in female attire, J. C.
Alexander easily winning the grand
sweepstakes with his make-up.)No one seemed to think of home
until they began eating the fish, when
the several parties remembered
things that made them wish they
were there, Mrs. Elsenhart being the
most difficult one to comfort.It was expected that George Wal-
lace would deliver a bad case of in-
digestion and A. B. Hall had his hands
full with the young ladies.While taking a stroll, Miss Mac-
Gill ran into a cactus and Mrs.
Heckel had some difficulty with her
shoes. Margaret, Wap was se-
ized with the "giggles" and Mrs.
C. P. Anderson was the only unfor-
tunate one to meet with an accident, a
cactus spine entering her foot.Lake Letta is a beautiful body of
water on the east of the new develop-
ment of the Citrus Groves and By-
Products Company. The ground
around lake is being laid out in
lots and the erection of a club house
is contemplated. It is a beautiful
site for citrus groves and when the
company's plans are carried out the
purchasers will have much to con-
gratulate themselves upon.The crowd enjoying the day was
composed of Mrs. Rachel Dobson, Dr.
and Mrs. H. W. Heckel, Mrs. N. D.
Webb, Mabel Wallace, Mrs. F. C.
Waples, Mrs. William McGill, Miss
Cora Neison, Mrs. C. M. Johnson,
Mrs. J. M. Eakman, Mrs. J. E. Eisen-
hart, C. P. Read, Mrs. J. E. Eisen-
hart, Mrs. F. Read, Mrs. J. C. Alexan-
der, J. P. McDowell, S. L. McGuigg,
and Mrs. B. E. Hill, Mrs. Robert
W. Smith, Mr. and Mrs. William
Hare, Mr. and Mrs. S. P. Durrance,
Mr. and Mrs. A. V. Anderson, Mr.
and Mrs. C. P. Anderson, William
Park, Miss Jewel LaPalin, Miss Flo-
rence Neff, Howard Maddox, Miss
Margaret Bell, Mrs. A. G. Adams.

—DR. H. W. HECKEL.

LEGAL NOTICE

In the Circuit Court of the Twelfth
Judicial Circuit of the State, in and
for DeSoto County, Florida.
D. P. Blum vs. Nelson W. Cunningham
and his unknown heirs.You are hereby notified that a bill
of complaint has been filed against
you by D. P. Blum, in the above court
for the purpose of quieting title held
by the said D. P. Blum, to Lot Two
(2) in Block Fourteen (14) in Sec-
tion Thirteen (13) in Township
Thirty-three (33) South of Range
Twenty-eight (28) East, contain-
ing Ten acres of land, lying and be-
ing in DeSoto County, Florida, as
against you and it being made to ap-
pear by affidavit that the residence
and address of you and each of you
was to the complainant, D. P. Blum,
unknown, and that there was no one
in the State of Florida, service of
subpoena upon whom, would bind you
and that you and each of you are
over the age of twenty-one years, this
is therefore to command you to be
and appear before this Court at the
Court House in Arcadia, DeSoto
County, Florida, on the 7th day of
March, A. D. 1921.It is further ordered that this no-
tice be published once a week for two
months in The Highlands Pilot, a
newspaper of general circulation, pub-
lished in DeSoto County, Florida.
Witness my hand and seal of the
Circuit Court of DeSoto County,
Florida, on the 5th day of January,
A. D. 1921.A. L. DURRANCE,
Clerk of the Circuit Court.
By L. M. BENNETT, D. C.
A true copy: A. L. DURRANCE,
(Seal) Clerk of the Circuit Court.
By L. M. BENNETT, D. C.
A. E. LAWRENCE,
Attorney for Plaintiff.
Jan14mar1-19

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We are headquarters for WINDOW and DOOR FRAMES, SASH and DOORS, INSIDE
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ROOFINGS, SHINGLES and LATH. A large and complete stock of YELLOW PINE
and CYPRESS LUMBER. We make quick shipments. Try us once. We are on the job.Townsend Lumber
Company

Lake Wales,

Florida

LEGAL NOTICE

In Circuit Court, Twelfth Judicial
Circuit of Florida, in and for De-
Soto County, Florida.
The Town of Avon Park, Florida, a
municipal corporation, vs. the State
of Florida.Petition to Validate Bonds
To the Tax Payers and Citizens of
the Town of Avon Park, Florida:
Whereas the Honorable George W.
Whitehurst, Judge of said Court, has
set the petition said cause for
hearing at Arcadia, Florida, on the
18th day of February, A. D. 1921;
You are hereby required at the said
time and place specified in said order
providing for the hearing of said
cause, to show cause, if any you have,
why said bond or certificate of in-
debtedness should not be validated
and confirmed.This order is required to be pub-
lished in The Highlands Pilot, a news-
paper published in the said Town of
Avon Park, Florida, for three (3) suc-
cessive weeks subsequent to the date
hereof and prior to the said date of
hearing.Witness my hand and the seal of
said Court at Arcadia, Florida, this
24th day of January, A. D. 1921.
Clerk Circuit Court, Twelfth Judicial
Circuit in and for DeSoto County,
Florida.
Jan28-feb4-11

ORDER OF PUBLICATION

In the Circuit Court, Twelfth Judicial
Circuit of Florida, in and for De-
Soto County, Florida.
P. M. Morris vs. Della Morris.Bill for Divorce
To the defendant herein, Della Morris:
It appearing by the affidavit filed
with the bill of complaint herein that
your place of residence is unknown
that you are over the age of twenty-
one years, and that personal service
of process cannot be had upon you,
relief having been prayed for against
you in said bill of complaint;
This is therefore to require you to
appear in said cause at the office of
the undersigned clerk of the above
styled court, in Arcadia, Florida, on
or before Monday, the 7th day of
March, A. D. 1921, in default whereof
said bill will be taken as confessed
by you.It is further ordered that this or-
der of publication be published in
The Highlands Pilot, a weekly news-
paper of general circulation, for a
period of eight (8) consecutive weeks
next preceding the said first day of
March.Done and ordered at Arcadia, Flori-
da, this 4th day of January, A. D.
1921.
(Seal) A. L. DURRANCE,
Clerk of Circuit Court of DeSoto
County, Florida.
Jan28-feb4-11-18-25-mar4-11-18-25A. E. LAWRENCE
ATTORNEY-AT-LAW
Room No. 5, Highlands Bank and
Trust Building, Sebring, Florida

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Avon Park, Florida

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A. EHL, Proprietor

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That's what Ford owners get when they bring their cars
to us. We are specialists on Ford cars. We know them
from radiator cap to rear and a conscientious application
of this knowledge is what we give our customers.After our mechanics have overhauled your car and made
the necessary repairs and adjustments, you need have no
hesitation in starting on a long trip. You start with the
comforting knowledge that unless some accident happens
you are going to reach your journey's end without diffi-
culty.

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always on hand. No delay, no waiting until they are
ordered when you buy here.

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GOODYEAR COLD PATCHES

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(Incorporated)

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ZOLFO

AVON PARK

HILLCREST

We are often asked, "Will a five-acre grove assure me a living?" It
will, and ten acres a much better one. But to get this income year
after year with regularity, you must deal with men who are citrus
fruit men—who know the game from every angle, and the selling part
as well. That is HILLCREST organization for you. Your living is
assured.

YOU CASH THE ANNUAL CHECK—THAT'S ALL

THE SCENIC HIGHLANDS
DEVELOPMENT COMPANY

Avon Park, Florida

